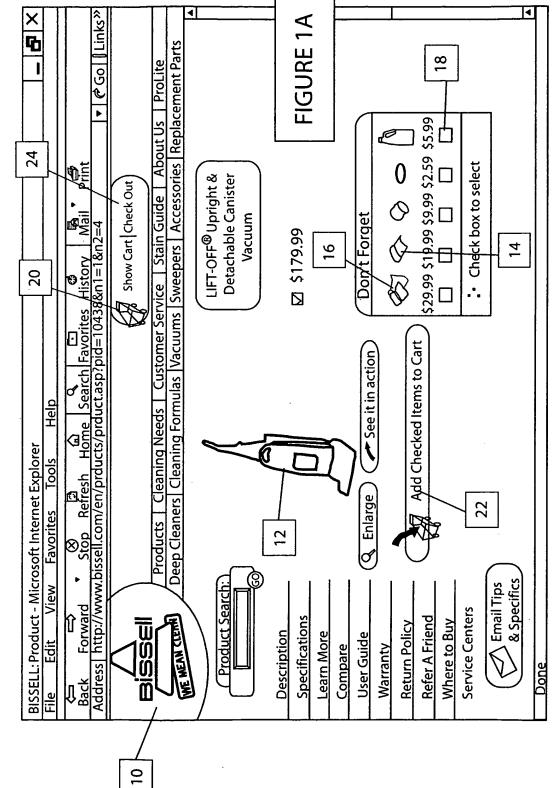
TRADE

SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR AN ENHANCED E-COMMERCE GRAPHICAL USER INTERFACE

(M. MOYER) Atty. Docket No.: 024497-0105

Attorney: Paul S. Hunter (608) 258-4292 Sheet 1 of 14



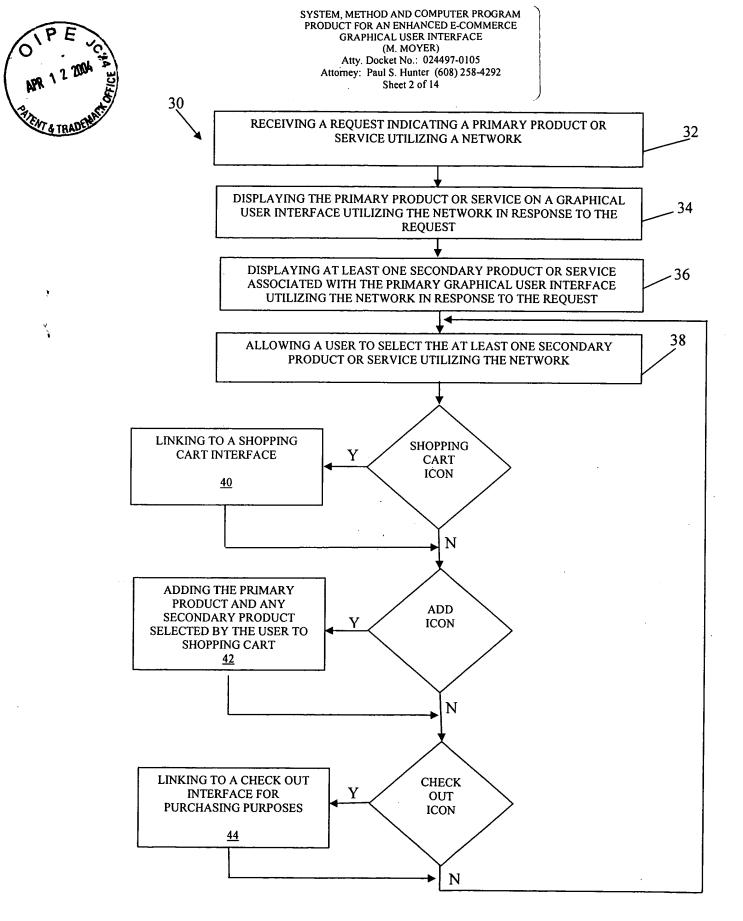


FIG. 1B

SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR AN ENHANCED E-COMMERCE GRAPHICAL USER INTERFACE (M. MOYER) Atty. Docket No.: 024497-0105 Attorney: Paul S. Hunter (608) 258-4292 Sheet 3 of 14



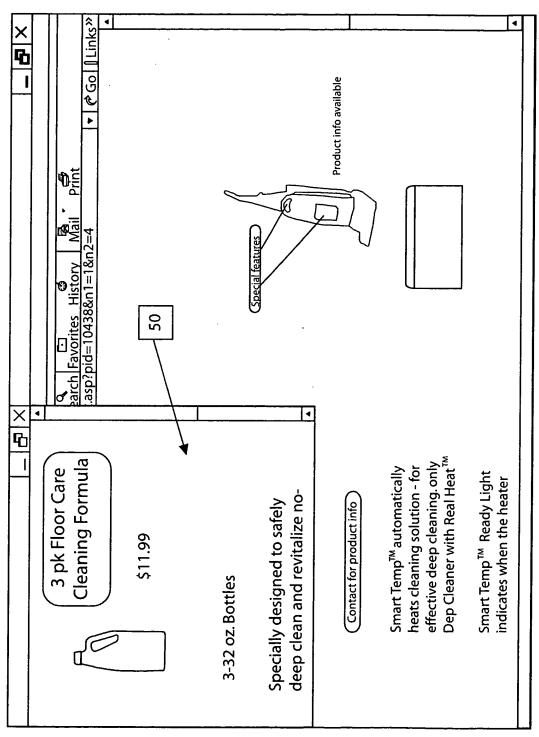
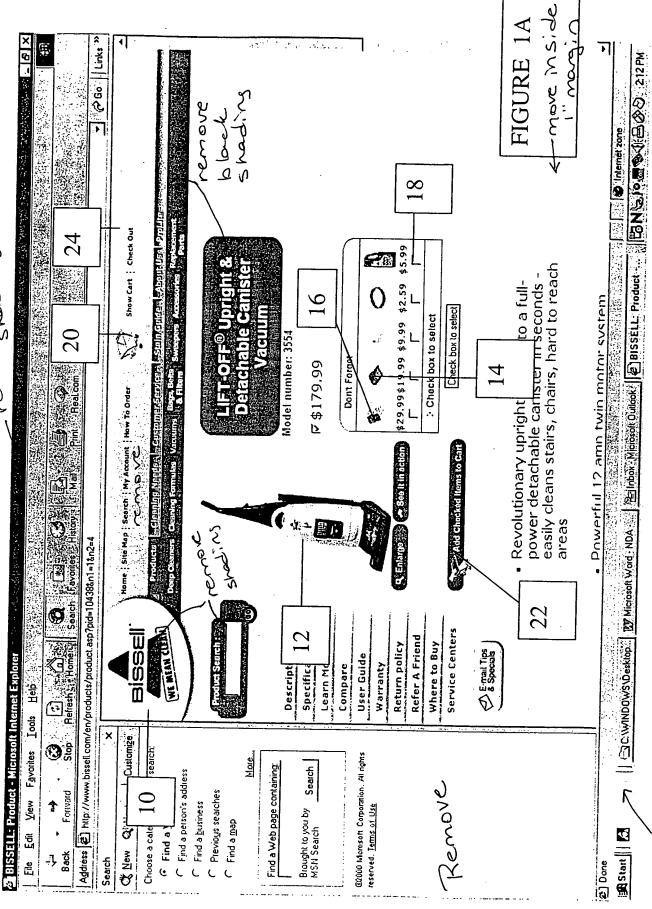


FIGURE 1C

remove hading



remove

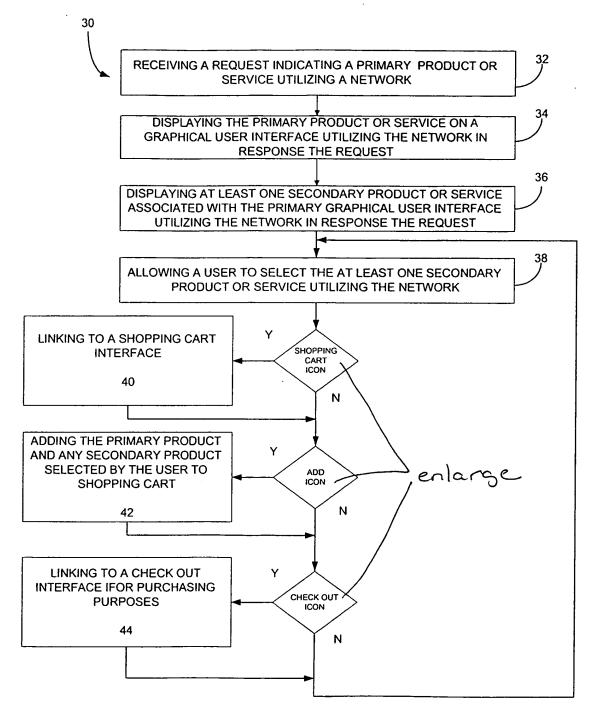


Fig. 1B

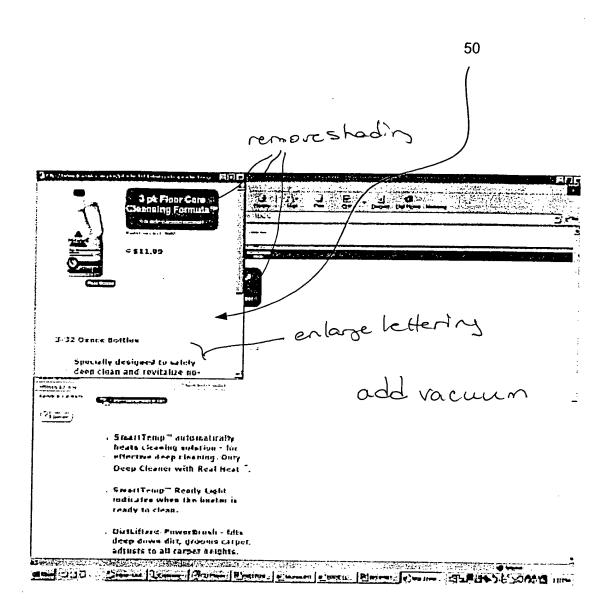


Fig. 1C